



C R A Y O N

5 PRODUCT MARKETING JOB DESCRIPTIONS

Company's Growth



Department Store

Super Center

Hyper Center

100,000

20,000

10,000

PRODUCT MARKETING MANAGER

We are looking for a talented and motivated Product Marketing Manager to join our team. As a product marketer, you will be a leader in telling the world (and company) the story of our product and company. The PMM will work closely with the marketing, sales, and product teams and be responsible for everything from product launches to messaging to competitive intelligence to customer nurturing.

Responsibilities:

- Together with the product team, educate internal and external stakeholders on product features and benefits
- Create content (sales collateral, product videos, website copy, blog posts, Quora answers, etc.) to share product benefits and customer success with the world
- Craft messaging and positioning that will differentiate our product from the market
- Lead product launches and work with the marketing team to create content and launch campaigns to bring products to market
- Assist on sales and customer calls in communicating product details, differentiation, use cases, and success stories
- Understand customer needs and success stories, and share best practices with internal and external audiences
- Perform competitive and market research and keep the company up-to-date on trends and analyses to help us win more customers
- Test, measure, and optimize product marketing activities to have the greatest impact on the organization

Requirements:

- BA/BS degree or equivalent working experience
- Past experience in marketing, sales, or product
- Strong communication skills, both written and verbal
- Excellent project management skills and experience working cross-functionally
- Detail-oriented and process-driven with expertise making data-driven decisions
- Ability and desire to work in a fast-paced environment

DIRECTOR OF PRODUCT MARKETING

We are looking for a senior product marketing leader to take our team to the next level. The Director of Product Marketing will be responsible for launching new high growth products and scaling the existing product suite. You will work closely with sales and product leadership as well as manage and lead a team of product marketers.

Responsibilities:

- Develop and execute go-to-market strategies while working closely with marketing, sales, customer success, and engineering teams
- Establish the strategy for pricing, messaging, packaging, and promotion of products
- Train and support sales and customer success teams on new products and features
- Be an evangelist for the product and company through events, speaking engagements, blogging, and social media
- Keep the company up-to-date on the competitive and market landscape, including competitor strengths and weaknesses, market trends, and changing customer needs
- Lead a team of marketers to ensure success across each area of product marketing
- Measure product marketing strategies to evaluate success and optimize team efforts

Requirements:

- 5-7 years experience in product marketing or related roles
- Proven track record of leadership within an organization
- Experience leading, hiring, and managing a team
- Ability to influence decision-making at all levels within an organization
- An analytical and data-driven mindset when making decisions
- Strong storytelling skills, with excellent written and verbal communication skills
- Bonus: prior experience working with similar products and industries

COMPETITIVE INTELLIGENCE SPECIALIST

We are looking for a talented Competitive Intelligence Specialist with expertise in tracking, analyzing, and acting on competitive trends. The CI Specialist will be responsible for market and competitive data collection and analysis, and provide strategic and tactical guidance for each team across the business. This person will work closely with sales, marketing, product, and executive teams to identify relevant strategies and campaigns to help the company win in a competitive market.

Responsibilities:

- Lead the collection and analysis of competitive and market data
- Translate business needs into research initiatives that drive actionable outcomes
- Deliver thoughtful and relevant analyses to executive leadership and other relevant stakeholders
- Develop and maintain sources of complete competitive intelligence data
- Be a resource for sales, product, and other teams, providing perspective on the competitive landscape as it relates to their priorities
- Create and deliver effective trainings on the competitive landscape
- Create and distribute timely, relevant, and actionable intelligence briefs to keep the company aware of market movements
- Lead the cross-functional competitive intelligence council, incorporating intelligence and analysis from each corner of the business
- Identify key gaps, opportunities, and threats as it relates to competitive changes

Requirements:

- 3+ years of experience in competitive intelligence, management consulting, or related role
- Proven track record of conducting market and competitive analyses to inform corporate strategies and campaigns
- Experience working cross-functionally and influencing a variety of business areas
- Ability to analyze information and distill takeaways for broad consumption
- Strong communication and presentation skills
- Familiarity with the industry, key players and concepts

SALES ENABLEMENT MANAGER

We are looking for a Sales Enablement Manager to join our team and work closely with our sales organization to have a meaningful impact on the company's growth. This is a high visibility role that includes leading proactive sales enablement campaigns and being a resource for our 300-person sales team.

Responsibilities:

- Create and deliver sales trainings on product benefits, the competitive landscape, objection handling, and other topics to improve sales success rates
- Identify obstacles in the sales process and lead initiatives to overcome them
- Create content (e.g. sales documentation, product videos, case studies) that articulate the benefits of our products
- Develop and manage tools, content, and resources that enable the sales team to be more efficient and effective
- Be a company and product evangelist both internally and externally
- Assist with sales and customer calls in communicating product details, differentiation, use cases, and success stories
- Work with Customer Success, Marketing, and Sales to ensure positioning and messaging are aligned with the sales process
- Perform competitive and market research and keep the company up-to-date on trends and competitive movements to help us win more customers
- Support monthly and quarterly sales reports to measure success and identify opportunities for improvement

Requirements:

- BA/BS or equivalent working experience
- 2+ years in a product marketing, sales enablement, or similar role
- Strong communication skills, both written and verbal
- Highly organized with ability to juggle multiple projects at once
- Experience working with a large, dynamic sales team
- Track record of creating impactful sales enablement campaigns
- Ability to identify and analyze data to identify sales trends and opportunities

PRODUCT LAUNCH MARKETING MANAGER

We are looking for a talented, driven, and curious product marketer to join our growing team. As a product marketer, you will be a leader in telling the world (and company) the story of our product and mission. You will work closely with our product, sales, and marketing teams to bring new products and features to market, crafting content and campaigns to gain and retain happy customers.

Responsibilities:

- Work closely with the product team to develop messaging for new product developments that will differentiate our products from competitors'
- Develop and lead product launch campaigns, working closely with the marketing team to get awareness and adoption of our products
- Create product collateral, case studies, and other content to support product launches
- Organize and facilitate interdepartmental meetings to align the company around new launches
- Create customer marketing campaigns to drive adoption and retention of product features
- Perform and leverage competitive and market research to develop impactful and differentiated launch campaigns
- Set and measure product launch KPIs, analyze which activities drive results, and identify areas of optimization and improvement for future launches

Requirements:

- 2-4 years in a product marketing or similar role
- Proven track record of leading and executing campaigns, start to finish
- Excellent storytelling skills, with written and presentation communication skills
- Ability to work with a variety of teams, gather input and synthesize feedback, and coordinate efforts across multiple areas of the business
- Data-driven mindset, with ability to gather and analyze data to make decisions and measure results
- HubSpot, Salesforce, and industry experience a major plus